

HIGHLIGHTS OF QUALIFICATIONS

- 38 years of Extensive Jewelry Knowledge
- Brand Turnaround Expert
- Strong Understanding of Fashion/Trends
- Seasoned International Buyer
- Expert Negotiator/Buyer
- Accomplished Bench Jeweler
- Accredited FDIC Jewelry Appraiser
- Expertise in Antique and Estate Jewelry

EXPERIENCE

ROYAL JEWELERS, ANDOVER, MA

Vice President Merchandise (2004 - Present)

Ran day to day operation of a 5,000 square foot fine jewelry and watch store, overseeing both merchandise and personal. The sales increase numbers shown below were achieved prior to the 2008 / 2009 recession. With a down sized staff and lack of a full promotional budget it was key to a successful recovery to be able to rally the staff to perform above and beyond. The rebound was first felt in late summer of 2009 and continues through today. Efforts prior to recession helped stem the downward flow felt by most jewelers. The previous promotions, sales training and strong brand relationships help minimize the downturn in sales and helped the recovery kick in faster than the norm.

- Built out of Hearts On Fire and re-assorting of the bridal area;
- Increase sales in diamond / bridal area by 18% with increased margin;
- Increased sales in watch department by 28%;
- Formulated in-store training for both jewelry and watch brands to help increase sales, professionalism and relationship with brands;
- Selected by brands to travel to company factories for selective training; IWC, Vacheron Constantine, Ulysse Nardin, Panerai, Cartier;
- Attended and purchased product at industry buying shows including; SIHH-Geneva, Basel World – Basel; JCK NY and Las Vegas;
- Implemented precious metal / scrap buying events and selling of same during recession to stimulate cash flow. Initiative was successful in generating revenue and introducing new customers to Royal Jewelers;
- Established a Pandora Boutique (only new account to open in first half of 2010). Designed shop in shop area, coordinated fixturing and product selection, established min/max re-ordering system.
- Integral in developing new Special Events – both on and off-site - for watch department including Collector's Dinner (Mini-Basel) as well as Brand Dinners to promote individual brands with a selling evening off site, followed by in-store follow-up;
- Handled all jewelry, watch, antique and object of art appraisals.

M. FABRIKANT & SONS

Consultant, 2003 - 2004

Spearheading short-term consulting project to assist in creating a foundation for a high-end jewelry line for M. Fabrikant & Sons. Began project with the creation of a business plan and established the overall direction of the division. Recruited and negotiated contracts with jewelry designers who fit the style overall look and feel of the brand. Simultaneously worked with advertising and marketing firms to outline and begin planning for the launch and introduction of the brand. Created distribution strategies as well as merchandising programs for the select retailers targeted for participation in the program.

- Created Retail Distribution agreement.
- Created Non-Disclosure agreements to ensure integrity of the brand.

SHREVE CRUMP & LOW, BOSTON, MA

Fine Jewelry Merchandise Manager (1997 – 2003)

Responsible for the direction of the buying team, negotiation of relationships with vendors, selection and management of the merchandise mix. Controlling an inventory of \$12M + in two stores. Establishing and promoting a new brand positioning for Shreves as the preeminent jeweler in the Boston market; whilst increasing its appeal to an entry level customer.

- Created, developed and marketed in-store branded diamond programs; SCL Mastercut and Astral Cut. SCL Mastercut program generated first year incremental sales of +37%.
- Created exclusive branded color gem line, Mastercolor, which has resulted in an 18% increase in colored stone jewelry sales.
- Drove increased sales in the jewelry division by over 40%, while growing the margin by 7%.
- The impact of these efforts has resulted in the overall mix of company sales - jewelry vs. table top –shifting from 50/50 when first hired to 74/26 currently.
- Developed extensive unique and distinctive branded product lines in diamond engagement rings, anniversary bands and created a competitively priced, own branded bridal accessory jewelry line.
- Reestablished SCL's Estate Jewelry department utilizing knowledge of the market to purchase for value and thus offer excellent value to the consumer. Also trained associates in the selling of Estate jewelry;
- Instrumental in creating and implementing marketing strategies; directing the external advertising creative team to bring powerful concepts to market.
- Working with the creative team developed powerful customer education tools to promote the SCL branded gemstone business.
- Re-merchandised the watch department with premier watch lines yielding higher margins and better turn;
- Created yearly / seasonal buying plans for the jewelry division.
- Monitor Merchandise mix at two store locations to ensure maximum turn while being sensitive to the unique demographic and buying patterns of the consumer.
- Developed internal "SCL University" training program to increase Sales Associates closing rate.

GORDON BROTHERS CORPORATION

Close - Out Buyer, 1994 - 1997

Responsible for searching out, analyzing and purchasing of close-out jewelry and watch inventories from manufacturers, distributors and retailers both domestically and overseas.

- Analyze for value - Negotiate price and terms - Price for resale.
- Buy for multiple channels of distribution.
- Oversee the mix, flow and turn of GBC's \$30 million inventory.
- Appraise major wholesalers and retail chains for both legal and financial purposes;
- Expanded customer base to include firms located abroad including Korea, Italy, and Poland. Generated in excess of \$1 million within a three month period.

LEBOWITZ AND CO.

Owner / Chief Operating Officer, 1970 - 1994

Responsible for day to day operations of a third generation family owned jewelry store.

- Buying (new and estate merchandise).
- Maintained cash flow and money management.
- Created and placed advertising and promotions.
- Managed repair department (Jewelry and Watches).
- Handled all custom orders and corporate incentive accounts.
- Hired and trained personnel.
- Responsible for all appraisal work.

SPECIALTIES

INTERNATIONAL AND DOMESTIC BUYING OF LOOSE GOODS

- Acted as GBC liaison and product advisor for Independent Jewelers buying trips to Antwerp.
- Established multiple international business contacts for both white and colored diamonds as well as precious colored stones.
- Acquired exclusive rights to exhibit and promote sale of rare natural colored diamonds from prominent Antwerp cutting house.

RESPONSIBILITY FOR THE PURCHASE OF FINISHED GOODS

- Extensive knowledge of current market value and market trends.
- Able to effectively calculate cost of manufacturing.
- Aggressively negotiate price and terms.
- Creatively source new vendors and product concepts.

SEASONED KNOWLEDGE OF ANTIQUE ESTATE MERCHANDISE

- Domestic and International buying and selling experience.
- Ability to acquire merchandise lots from various sources: Over the counter, dealer to dealer, Probate Attorneys, Bank Trust Departments and Personal Estates.
- Keen sense of competitive bidding and strong ability to judge value.

JEWELRY DESIGN

- Jewelers of America '93 - '94 Diamond Design Award.
- Created and designed bridal set line, consisting of 12 models for Nili Diamond Manufacturing, New York featured in Spring '89 line.
- Design and production of antique reproduction jewelry line for Carolyn Ann Hamilton Design Group, New York.
- Ability to visualize, counter sketch and 3-D draft.

EDUCATION AND TRAINING

UNIVERSITY OF BRIDGEPORT, BRIDGEPORT, CT: BACHELORS OF BUSINESS MANAGEMENT

GEMOLOGICAL INSTITUTE OF AMERICA, LOS ANGELES, CA: GRADUATE GEMOLOGIST

KARRASS CENTER FOR EFFECTIVE NEGOTIATING, LOS ANGELES, CA.

Okuda Certified Diamond Inspector, Tokyo, Japan.